



Freedom Challenge 2.0 (the “Campaign”) – Campaign T&Cs

1. This Campaign is open to all Harley Davidson Owners & Riders (“H-D Riders”) in Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam, Hong Kong, Taiwan and South Korea (“Eligible Markets”) during the Campaign Period (“Participants”).
2. Participants will be automatically eligible to participate in the Campaign (“Qualifying Participants”).
3. Campaign Category details:
 - (i) Quickest to Reach competition: Riders will be required to finish a set number of kilometers within the shortest timeframe to qualify and win
 - (ii) Longest Kilometers: Riders will be required to clock the most number of kilometers for the duration of the challenge. The winner will be the one who has clocked the most kilometers over the 2-month period
4. Campaign Period: 15th October 2021 to 15th December 2021(both dates inclusive)
5. H-D Riders will be tasked with accumulating as many kilometers as possible over a set period of time. Each H-D Rider will have to go into any H-D dealership (“Dealership”) to register their participation and officially kick start their freedom challenge campaign. H-D Rider will need to log their vehicle mileage details at the start of the competition before proceeding.
6. H-D Riders can select to either participate as a Solo Rider, Partnered Up (2 riders) or Groups of Five (“Group Riders”). Once H-D Riders have signed up and decided which category, they want to participate in they will then have to stay in this category for the entire duration of the competition.
7. Solo riders need only come down to the dealership by themselves to sign up. Group Riders will have to sign up together on the day and submit their total start mileage as a group.
8. The respective Dealership the H-D Rider(s) registered at will record down the kilometers on the date of registration, ensure they sign off on the kilometers using a predetermined form and other indemnity requirements.
9. For the Quickest to Reach competition –Each of the respective Dealership will check mileage and qualify the timings and consolidate the results (“Results”) to determine who won for their own Dealership (“Results”).
10. For the Longest Kilometers - At the end of the competition period H-D Riders will have to submit their mileage in person (Solo), or together (Group Riders) that they have accumulated. Each of the respective Dealership will check and verify their mileage details on their odometer and compile the results for their own Dealership (“Results”).
11. Once the Results are compiled, Winners will be notified by email and have their names placed on a wall at the respective Dealership.
12. All Participants upon completion of the competition will receive the Freedom Challenge 2.0 Patches
13. Every Dealer to have one winner(S) in each Campaign Category (“Winner”/ “Qualifying Winner”) Winners of the Quickest to Reach will receive a winners patch. Winners of the Longest Mileage will receive a winners T-shirt
14. Fastest to claim mileage at the dealership will be awarded the prize (“Award”)
15. In case of a tie, Winner will be decided based on who registered in the contest first
16. The Results shall be based on
 - a. **Quickest to Reach:**



- i. Fastest Solo Rider to 250Km
 - ii. Fastest Partnered Up Riders to 500KM
 - iii. Fastest Group of Five Riders to 1250KM
 - b. **Longest Kilometers:**
 - i. Overall Solo Rider with the highest kilometers
 - ii. Overall Partnered Up riders with the combine highest kilometers
 - iii. Overall Group of Five Riders with the combined highest kilometers
17. The Results will be announced by the respective dealerships by Friday 31st December 2021(Campaign Period 1). The Winners shall be informed by email after the Results had been announced.
18. H-D reserves the right at its sole discretion to disqualify any Participant(s) found to be tampering with the Campaign; to be acting in violation of the Campaign requirements; or to be acting in a manner that is disruptive to another participant.
19. Any attempt by an individual to deliberately damage or undermine the legitimate operation of the Campaign may be a violation of local criminal or civil laws. Should such an attempt be made, HD reserves the right to seek damages from any such individual to the fullest extent permitted under local law.
20. HD reserves the right to refuse to award any Winner the respective Award should it reasonably suspects is in breach of these terms and conditions. H-D reserves the right to select reserve Winners to replace the original Qualifying Winners if he/she is subsequently disqualified, in the sole and absolute discretion of H-D.
21. In the event that no Participants could achieve the Results required to be considered as a Qualifying Participant, H-D shall have the right to select and determine the Winners on a best efforts basis, at its sole discretion.
22. If, for any reason, the Campaign is not capable of running as planned, including tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of this incentive, H-D reserves the right at their sole discretion to cancel, terminate, modify or suspend the Campaign at any time.
23. The decision of H-D regarding any aspect of the Campaign and the Award is final and binding and cannot be contested by Participants.
24. H-D reserves the right to replace the Awards with an alternative of equal or higher value gift if circumstances beyond H-D's control makes it necessary to do so.
25. Insofar as is permitted by law, H-D will not in any circumstances be responsible or liable to compensate the claimant of respective Award or accept any liability for any loss, damage, personal injury or death occurring as a result of receiving the respective Awards.
26. Queries regarding this Campaign may be addressed to [hogap@harley-davidson.com].
27. By participating in this Campaign, you agree to H-D using, publicizing and posting your name and related information (at all times in compliance with the law), on H-D's webpage, internal communications and any other communications, in such mode and manner that HD considers fit.
28. H-D reserves the absolute right at any time without assigning any reasons to add, alter, modify, change or vary the Terms and Conditions contained herein, wholly or in part at its absolute discretion. Changes to the Terms and Conditions are applicable to any behaviour or activity that takes place after the date of change.